

February 20, 2009

To: City Council

From: Greg Burris, City Manager

Re: **Wayfinding Project**

In response to Council's request for a "white paper" on the Wayfinding Project, the attached document is provided. I believe staff has done a good job developing a document that provides background information on the project, discusses the purpose of wayfinding, and outlines the process used to get us to this point. I offer a few key points below.

- The Wayfinding Project dates back to 1998. The history of the project is outlined in the attached document.
- We have a limited window of opportunity to place the freeway signs (as noted in the Introduction of the attached document) because some of the existing signs are scheduled for replacement soon. Thus, while the project can be delayed, it should not be delayed too long.
- The Wayfinding Project is good for the entire city – we want to be known as a "visitor friendly" city. The objectives of a wayfinding and cross-marketing system are included in the attached report.
- Since the inception of the Capital Improvement Program (CIP), Springfield has never failed to deliver any project approved by voters. We believe our accountability and credibility on delivering promised projects is the foundation of its successful record of renewal. We certainly recognize and acknowledge that the timing of this particular step in the wayfinding program is unfortunate. But bad timing, in and of itself, does not mean the principles and goals of the program are flawed. I urge you to separate the vote on this contract from the program itself. Even if the project must be delayed, I believe the project remains worthy of implementation and encourage Council to keep it on the project list.
- As you know, delaying or canceling this project does not present an opportunity to fund the police/fire pension system. The ¼-cent funds must legally remain in their "silo" and must be applied toward the voter-approved elements of the Capital Improvement Program.
- While it would be difficult or impossible to accurately quantify the specific return on investment, the Wayfinding Project is designed to enhance economic development within Springfield, specifically targeting dollars originating outside

our community. We must keep in mind that a considerable amount of Springfield's economy is driven by convention visitors and tourism.

- While much focus has been given to the few primary destinations of the Wayfinding Project, please keep in mind that more businesses along any wayfinding route will benefit. For example, if we are routing traffic from I-44 south on Glenstone, motorists will be exposed to all businesses along the route.
- We must keep in mind our long-range goal for Springfield is to be a well-planned, visitor-friendly city. The attached white paper will discuss why wayfinding is an important component of that goal.

I also would like to address a few of the questions that arose regarding the project bidding.

- The fabrication of the proposed wayfinding signs was advertised locally, as well as nationally. No vendor was excluded from bidding.
- No local company elected to bid during the first round when the fabrication and installation were combined into a single bid package. These bids came in higher than anticipated, and the City modified the project scope and design to re-bid.
- The City elected to split the fabrication and installation of the signs into two separate bid packages to allow local vendors to bid on the installation without having to also be responsible for fabricating the signs.
- No local company elected to bid on the fabrication of the wayfinding signs during the second round of bidding.

I realize we are in extraordinary economic times – times that could not have been anticipated when the 2007 sales tax renewal was approved by 78%. I take full responsibility for bringing this step in the wayfinding project forward at this time. Our timing was poor and I apologize. I felt we were appropriately bringing forward a long-standing initiative with identified funding that represents an investment in economic development to promote our community during a time when we need every available advantage. If the timing is too poor, however, to proceed now, you have alternate options to consider at Monday's Council meeting.

Please contact me if you require additional information on this topic. Thank you.

Attachment

WHITEPAPER
Springfield Wayfinding System
February 20, 2009

Introduction

The Springfield Wayfinding Program is intended to be an economic and business development tool to increase visits to Springfield destinations by providing clear and inviting directions to districts and attractions. Currently, travelers on the freeway system surrounding Springfield don't receive any clear indications of the location of downtown or other districts considered major Springfield attractions. The wayfinding program is intended to provide directional information to both tourists and residents. It may include cross marketing between districts and attractions by providing directions and information to encourage people to visit additional destinations.

Wayfinding not only helps people locate districts, attractions, and landmarks, but helps them find parking facilities and final destinations through pedestrian directional signs and kiosks. Effective wayfinding also helps minimize confusion and facilitates a comfortable trip, which encourages people to venture into the urban landscape when they might not otherwise.

A wayfinding system is vetted by the community and provides a consistent, equitable, reliable resource to drivers for finding significant community districts. Travelers learn to place their confidence in the system for directions to districts that are important to the community and worth their time to find.

A limited window of opportunity is open for the wayfinding program to use the available signage space on the freeway system, some of which is currently occupied by signs for individual attractions. Some of the motorist information signs on the freeway system are scheduled for renewal/replacement in next few months. The City has agreements now to replace these individual signs with a citywide coordinated system of wayfinding signage. This opportunity may soon be lost.

What Are Wayfinding and Cross Marketing?

Wayfinding is defined as the orderly structuring and presentation of the information needed to let people comfortably access an environment. Signs are the primary tools used to communicate that information. Visitors looking for a specific destination feel more invited into a community if they can easily find their way. Tourists, and even residents of a growing community, often find navigating the urban landscape formidable and may choose not to venture into uncharted territory without clear directions. People may choose to experience more of a city if they have a good understanding of where they are going in relation to their present location.

Cross marketing is the technique of using one visitor destination to encourage a trip to another district or attraction. Each district or attraction could provide marketing information and directions (also using wayfinding signs) to another place that would reciprocate. For

instance, visitors to Bass Pro Shops might be able to pick up information about downtown and then use wayfinding tools to get there. Otherwise, some of the four million annual visitors to Bass Pro Shops (according to Bass Pro Shops, 2 million of their annual visitors are from more than 100 miles away) might have no idea that Springfield has a downtown with some of the finest dining in the region. By the same token, people who attend a convention at University Plaza Hotel or the Exposition Center can be informed about Dickerson Park Zoo and the Art Museum.

Phase 1 also includes directional signage to a number of other high-traffic venues and attractions including: Hammons Field, JQH Arena, JK Hammons Hall, Historic Walnut Street, Jordan Valley Park, Historic C-Street, Park Central Square, OTC Main Campus, Expo Center, Discovery Center, Art Museum, Government Plaza, and Missouri State.

National studies show business activity increases in communities with wayfinding systems. The national Web site downtown marketing and tourism consulting firm "Destination Development" (www.destinationdevelopment.com) published a document called "Your Town: A Destination", which lists "25 Immutable Rules of Successful Tourism." Rule 6, the Rule of Wayfinding, follows:

The Rule of Wayfinding

- If it's not convenient, or easy to find, chances are that visitors will not find what it is you're offering and will move on.
- A Gateway, Signage and Wayfinding Plan will help visitors know where attractions and amenities are located, and it lets them know what you have to offer.
- All tourism-related signage, including wayfinding or directional signs, should be decorative. They should reinforce the brand. When visitors see the signage and gateways into the community, what you are known for should be obvious.
- Never place more than five items on a sign. Include attractions, activities, amenities and services.
- Development of a "Wayfinding System" is as much a science as an art. Hire professionals. "Connecting the dots" through a signage system is one of the most important things you can do.

A summary of comments and results from several cities that have recently implemented, or are in the process of implementing, wayfinding programs are contained in Appendix C.

Springfield Wayfinding Project Background

The Center City Plan Element of the Vision 20/20 Comprehensive Plan, adopted by City Council in May 1998, recommended considering various features and elements in the design for Center City and the greater downtown. One of the features was a Comprehensive

Sign/Directory System to guide people to major attractions. The Community Physical Image Plan Element of the Vision 20/20 Comprehensive Plan, adopted in August 1998, specifically listed an action to: *“Design and install a citywide pathfinder sign system to advertise and make more visible Springfield’s major facilities and attractions.”* The Community Image Plan Element described the City-wide pathfinder sign system:

A city-wide “pathfinder system” would help visitors and residents find their way around the City and improve the community’s image. The system would consist of consistent and colorful informational signs that identify and give directions to the community’s many facilities and attractions. The pathfinder signs, which could be either internally lit or metal, and either freestanding or mounted on existing structures (such as light poles), could include a symbol of each facility, the name and a directional arrow. They also could include a city symbol or logo element to reinforce the community theme.

Starting points for the pathfinder sign system should include arterial roadways near interchanges with the major perimeter highways such as I-44, U.S. 65 or the James River Freeway. Signs should be clustered along the arterial roads at periodic intervals, particularly before turning points. Placement should be more frequent in Greater Downtown and near SMSU, which may have a higher density of destinations and more visitors.

In 2003, the City initiated Phase 1, the master plan phase, of the Wayfinding Project funded from the 2001-2004 ¼-Cent Capital Improvements Program economic development funds. Phase 1 involved determining destinations and preliminary sign locations and messages. The City requested proposals for the system from local and national firms with experience in wayfinding systems. A committee comprised of representatives from Downtown, the City of Springfield, MoDOT, and the Convention & Visitors Bureau (CVB) interviewed firms and selected Jeffrey Corbin Design, a firm with experience developing systems for cities. A Core Group consisting of City, MoDOT, Chamber and CVB staff was established to provide direction to Corbin Design. A list of stakeholders also was identified to provide feedback. Corbin completed Phase I and made a presentation at a Tuesday City Council luncheon meeting on April 20, 2004.

In June 2005, the City entered into a contract with Corbin Design, Inc., for Phase 2, which involved designing the signs, including the graphics, colors, fonts, and shape of the signs. Corbin completed the initial design in November 2005, and made a presentation to City Council on Nov. 22, 2005, which included a bus tour to see prototypes of the signs at on-site locations.

Phase 3, development of bid documents, began in January 2007. Bids which were received in June 2008 were significantly higher than the designer’s estimate were rejected. The project’s scope was modified to include taking separate bids for fabrication and installation to reduce

project costs and to attract local vendors. The bid was advertised in the News-Leader and the Daily Events, as well as several national publications. Bids for fabrication were received January 2009; no local vendors bid on the project.

The Wayfinding Project has been included in each of the City's adopted Capital Improvements Program since 2004. The Vision 20/20 Strategic Plan, adopted November 2004, included an action to implement recommendations from the Wayfinding Plan.

A history and timeline of the wayfinding public involvement process is included as Appendix A. Appendix B contains a list of the team members for direction and coordination of the project.

The Objectives of the Springfield Wayfinding & Cross Marketing System

- Increase the number of people who visit/use the City of Springfield
- Identify the City of Springfield as a destination from area highways
- By defining its boundaries, announce to visitors their arrival to the City
- Reflect the City's structure and vision
- Make visitors' experience more memorable
- Further enhance Springfield's public image through distinctive, helpful graphics to make the area more "user-friendly" and desirable to visit
- Remove visitors' anxieties
- Provide visitors a safer environment
- Improve vehicular and pedestrian safety by better informing visitors
- Guide visitors into, through, and out of Springfield along the most convenient and desired routes promoting safer traffic patterns
- Provide information people need to comfortably access area businesses, attractions, parks, historic buildings and meeting venues
- From area highways and thoroughfares, identify the primary Springfield destinations as Bass Pro Shops, Battlefield Mall, Jordan Valley Park, and Downtown
- Reduce the number and length of auto trips and the associated pollution, by providing better and timelier information and increasing pedestrian walking ease
- Reduce visitor frustration in Springfield by reducing unnecessary circulation resulting from misdirected travel to destinations and parking
- Make the defined destinations more identifiable by their consistent presentation in the wayfinding system's graphic messaging
- Direct visitors to the most convenient parking
- Where applicable, properly orient visitors as they leave the parking garage or surface lots becoming pedestrians
- Improve the connection between transit users and destination in the defined areas
- ADA legibility guidelines in the design of the program

Springfield Wayfinding System Highlights

Master Plan Report Summary

A summary of the master plan report was provided by Jeffry Corbin Design, Inc., at the 2005 presentation to City Council. The findings from the core group and stakeholders and recommendations from the consultant contained in the master plan report follow:

- Top three reasons to visit Springfield were defined as:
 - Events
 - Recreation
 - Shopping
- To make Springfield **more visible** from surrounding highways, use the “Tools”:
 - Wayfinding – Implement a wayfinding signage program throughout Springfield
 - Cross Marketing – Cross market from three major destinations
- Cross Market from three major destinations:
 - Bass Pro Shops district, including Wonders of Wildlife Museum
 - Downtown district, including Jordan Valley Park
 - Battlefield retail district

Local businesses will benefit from the wayfinding system. The wayfinding system provides direction to districts comprised of small businesses that do not have the size, revenue, and influence to purchase their own highway signs.

The wayfinding system uses arterial streets from surrounding highways to major attractions, directing drivers past many of the retail businesses and smaller attractions in the Springfield area. Local businesses along I-44, US65, Glenstone Avenue, Sunshine Street, Campbell Street, Kansas Expressway, Chestnut Expressway, and Battlefield Road will directly benefit from the wayfinding signage as tourists pass their businesses every day. In addition, the cross-marketing element will benefit businesses along other routes as wayfinding signage directs tourists and visitors to places like Historic C- Street. A map of the wayfinding system is attached as Appendix D.

Window of Opportunity

Some of the motorist information signs on the freeway system are scheduled for renewal/replacement within the next few months. MoDOT follows national standards for spacing of signage in advance of each interchange. There are a limited number of locations available for standard motorist information signs and there is often space available for only one sign to provide directions to special attractions. Currently some of this space is occupied by signs for the American National Fish & Wildlife Museum/Bass Pro Shops. These attractions have agreed to give up six individual signs on the freeway to provide the needed space for the citywide wayfinding program. The wayfinding program will provide direction to the designated

districts. If the wayfinding program is not implemented prior to the expiration of the current agreements with American National Fish & Wildlife Museum/Bass Pro Shops, the needed space for a coordinated wayfinding system may not be available on the freeway system for several years.

Summary

- The Springfield Wayfinding Program is intended to be an economic and business development tool to increase visits to Springfield destinations by providing clear and inviting directions to districts and attractions.
- The objectives of a wayfinding & cross marketing system are aimed at enhancing a community's business, historic, and recreational opportunities. The economic benefits are especially important in a community like Springfield that considers tourism and convention business significant to its economy.
- Local businesses can expect to benefit even if they are not within one of the three designated districts because the wayfinding routes purposefully lead users past those businesses.
- The Wayfinding Project is a listed project on the 2007-2010 Capital Improvements Sales Tax initiative, which received 78 percent voter-approval in February 2007. The success of the ¼-Cent Capital Improvement Sales Tax has been due in large part to the City's pledge to citizens that listed projects will be "Completed as Promised". The City's track record in delivering committed projects, in accordance with its pledge to citizens, has been outstanding.
- A limited window of opportunity is available to advance the wayfinding program as some of the existing motorist information signs on the freeway system are scheduled for renewal/replacement in the next few months.

While we acknowledge that it may be difficult to accurately quantify the value of wayfinding to promote our city, area destinations, attractions, and local businesses, national studies have shown an increase in business activities in communities where wayfinding projects have been completed.

Our community has raised several valid questions about the Wayfinding Project. These include:

- Given the current economic times, should the City move forward with the Wayfinding Project at this time?
- If the community feels reasonably assured that the Wayfinding Project would be successful in increasing business activity in Springfield, would be it more important to advance in a down economy or an up economy?
- Is the Wayfinding Project a want or a need?

In the two weeks since Council initially approved the bill, the City has recorded 39 contacts with citizens; six of those were anonymous. About half of the contacts expressed concern that this was the wrong time to spend money or they felt it wasn't an appropriate use of funds;

seven contacts said they felt the contract should have been awarded locally; eight felt the system was not needed and the money should be spent on other priorities. Several callers said this vote would affect their future support for the police/fire pension issue. One caller made three contacts in support of the program.

In addition, two local sign companies contacted the City to inquire about the bidding process. Both were satisfied with information that the bids had been advertised locally and they had just not seen them to review whether they could meet the specifications. Both appreciated additional information on how to monitor the city bidding process through the City Web site.

Appendices

- A. History & Timeline of Wayfinding Public Involvement Process**
- B. The Team for Direction & Coordination**
- C. National Examples of Wayfinding Systems**
- D. Map of Wayfinding System**
- E. Estimate of Annual Maintenance Costs**
- F. News Articles on Wayfinding**
- G. Photos from Wayfinding Bus Tour (11/22/05)**

Appendix A -- History & Timeline of Wayfinding Public Involvement Process

- August 3, 1998 - Community Physical Image Plan Element of the Vision 20/20 Comprehensive Plan adopted with a specific action to design and install a Wayfinding sign system.
- 2001 – ¼-Cent Sales Tax for economic development includes funding of the Wayfinding Master Plan (Phase 1)
- April 2, 2003 – News-Leader article “New signs would give directions to attractions – Springfield officials say plan could boost tourism dollars”
- April 7, 2003 – Request for Proposal for Wayfinding System issued
- September 5, 2003 – Jeffry Corbin Design, Inc. was retained as Consultant
- October 21, 2003 – Initial meetings for the Wayfinding Master Plan for Springfield, MO
- March 23, 2004 -- Second meeting
- April 20, 2004 – Presentation to City Council
- June 24, 2004 – Strategic Plan adopted that includes an action to incorporate wayfinding concept as part of parking strategy
- July 28, 2005 -- Third meeting with core group and stakeholders
- November 22, 2005 -- Presentation to City Council and bus tour with mock signs
- November 28, 2005 – Springfield Business Journal article on Wayfinding signs
- April 2005 – Phase 2, project design authorized (Contract dated August 15, 2005)
- October 2006 – City Signage Program Design Intent Drawings report accepted
- October 30, 2006 – City Council Resolution No. 9435 directing staff to prepare amendments to the Center City Element of the Springfield-Greene County Comprehensive Plan and the Center City Strategic Plan regarding retaining Jefferson & Campbell Avenues as one-way streets, expressing the sentiment of Council that the approximate \$1.5 million in the current ¼ cent be allocated for traffic-calming projects on or adjacent to Jefferson & Campbell; streetscape/sidewalk projects in Center City; wayfinding signage; and parking; and directing staff to work with UDA to set priorities within the \$1.5 million allocation
- October 30, 2006 – City Council Ordinance calling a special election for a ¼ Cent capital improvement sales tax listing \$500,000 for Metro/Wayfinding/Safety Signs and Markings
- February 6, 2007 – ¼-cent CIP Sales Tax receives 78 percent voter approval
- April 6, 2007 – Contract for documentation and implementation (Phase 3 & 4)
- First Bid Announcement
 - May 1, 2008 – Advertised Bid for Fabrications and Installation locally and nationally
 - June 6, 2008 – Opened Bid and the lowest bid was 80 percent over the engineer’s estimate. Five bids were received including local companies as sub contractors on the installation portion of the bid.
 - The City elected to split the fabrication and installation of the signs into two separate bids to allow local vendors to bid on the installation without having to also be responsible for fabricating the signs.
- Second Bid Announcement
 - December 17, 2008 – Advertised for Fabrication only
 - January 7, 2009 – Opened bids
- February 9, 2009 – Council Resolution approving fabrication bid for Wayfinding Phase 1.

Appendix B -- The Team for Direction & Coordination

- Springfield Wayfinding Core Group (identified by position at inception of group)
 - Benjamin Alexander, Springfield Planning
 - Mary Lilly Smith, Springfield Planning
 - Brendan Griesemer, Springfield Planning
 - Vern Morgan, Springfield Planning
 - Hillary Taylor, Springfield Planning
 - Phil Broyles, Springfield Public Works
 - Jason Haynes, Springfield Public Works
 - David Hutchison, Springfield Public Works
 - Joel Keller, Greene County Planning
 - Leo Cologna, MoDOT
 - Laurel McKean, MoDOT
 - Derek Olson, MoDOT
 - Daniel Rudge, Ozarks Transportation Organization
 - Tracy Kimberlin, Springfield Convention & Visitors Bureau
 - Ryan Mooney, Chamber of Commerce
 - Barb Baker, Urban Districts Alliance

- Springfield Wayfinding Stakeholder Participants (identified by position at inception)
 - Richard Conover, Bass Pro
 - Jerry Fan Huis, Bass Pro
 - Eric Volmer, Bass Pro
 - Max Peterson, Wonders of Wildlife
 - Jerany Jackson, Springfield/Greene County Parks
 - Miles Park, Springfield/Greene County Parks
 - Holly Guerriero, Drury University
 - Rusty Worley, Urban Districts Alliance
 - Tim Rosenbury, Downtown Community Improvement District
 - Fred Marty, Missouri State University
 - Doug Sampson, Missouri State University
 - Christine Moss, Battlefield Mall
 - Bob Pottberg, University Plaza Hotel and Convention Center
 - Jim Williamson, Evangel University
 - Steve Rutherford, Cox Medical Center
 - Steve Kemp, St. John's Regional Health Center
 - Jim Thomas, Hammons Field
 - Brad Eldridge, Greater Springfield Sports Commission and Foundation

Appendix C -- National Examples of Wayfinding Systems

A study was conducted in Fox Cities of Wisconsin for their Wayfinding program and the study revealed:

- 5 percent of all visitors to an area will come into a visitor information center.
- 61 percent of all visitors to an area obtain information from signage and brochures provided in local hotels, restaurants and attractions.

Wilkes-Barre, PA

Wilkes-Barre's challenge was to draw traffic to its resurgent downtown from the neighboring highway.

Downtown Wilkes-Barre remains a center for education, commerce and government. New restaurants, businesses, cultural and entertainment venues, a revitalization effort along the downtown riverfront, and the growth of two college campuses will assure that people from all walks of life will need to successfully navigate into, around and out of Wilkes-Barre. Planned infrastructure changes mandate that the solution developed for wayfinding successfully adapt to change as the city grows and redefines itself.

Wilkes-Barre has found the wayfinding system as a key component of its future success. Cities can engage in all the development they want, but if visitors are unable to find those destinations, the resulting economic benefits are compromised. Wayfinding provides awareness, captures the unique spirit of a city, and creates a thoughtful designed experience that brings visitors in, and more importantly brings them back.

Kingsport, TN

Throughout the 20th century, Kingsport experienced waves of growth and contraction in its industrial fortunes, though it still serves as home base for a resurgent Eastman Chemical Company and Domtar paper mill. More recently, Kingsport has taken advantage of its geographic location to attract a thriving tourism and sports marketing business, education and training centers, and an exciting mix of service businesses, restaurants, cultural/historical attractions, and downtown loft residences. Kingsport is once again on the rise.

A comprehensive wayfinding system will help visitors and residents take advantage of the geographic realities in and around Kingsport, clarifying how best to navigate to a number of destinations, both downtown and in the surrounding townships. Building awareness of all that Kingsport has to offer is critical to driving that visitor traffic off of the highways and into the heart of the city.

Rock Hill, SC

Rock Hill began as a thriving mill town. The demise of the textile industry, however, forced the City to create a new vision for itself, looking beyond textiles for its identity. Today, Rock Hill is a versatile, dynamic, growing city, and a hub for cultural attractions, colleges and universities, sports venues, and tourist attractions.

The wayfinding need is to welcome visitors to Rock Hill, and create an awareness of wide-spread venues for tourists, business persons and residents alike.

Dramatic growth has necessitated the need for a comprehensive wayfinding system to direct visitors to key destinations throughout the city. The thousands of visitors annually who participate in the many sports events in Rock Hill find that there's no true offseason. With soccer from February through November, softball from February through October, and intercollegiate sports at Winthrop University, there is a steady stream of visitors year-round attempting to find their way around the City.

Rock Hill also enjoys cultural attractions that bring people to the area. Cross-promotion by the York County Convention and Visitor's Bureau enhances this effort. Culture and Heritage Museums of York County, a thriving Arts Council, the Catawba Cultural Preservation Project to the east, and Historic Brattonsville to the south; all enable visitors to experience the rich heritage and spirit of the region.

A comprehensive wayfinding system will provide information to this visitor that not only direct them to their destination, but alerts them to other opportunities in the Rock Hill region.

Implemented Wayfinding Systems

Many other cities are using wayfinding systems to promote various business areas and districts within their area. Such cities include Indianapolis, Kansas City, Los Angeles, Grand Rapids, and the Quad Cities area.

The City of Indianapolis installed a wayfinding program with 148 signs and since its implementation in downtown Indianapolis, city leaders have found that attendance in all of their venues have continued to increase, but more dramatically with the smaller, less-frequented destinations.

The City of Wichita implemented its wayfinding program and found that the signs maximized tourism, improved their community image, and united their destination.

According to a report prepared by the City of Cheney, Washington, dated November 6, 2008, "wayfinding is a crucial part to any functioning city; it is a primary means for visitors and residents alike to reach their destinations. Additionally, the benefits of an above-average wayfinding system are far reaching. Great wayfinding can reduce congestion, add to a sense of place, and encourage visitors to comfortably explore our city, revitalize the downtown core and, of course, get people to their destinations with the greatest of ease."



APPENDIX E – ESTIMATE OF ANNUAL MAINTENANCE COSTS

Estimate of annual maintenance costs is based on cost breakdown (signs and poles & mounting hardware) as provided by the Valley City Sign.

- Bid from Valley City Sign was \$334,488.45
- Signs approximately 85% of bid or ~ \$284.3K
- 50% credit for reuse of sign blank – costs to resurface signs ~ \$141.2K
- 8-year life cycle assumed
- \$17.7K annual costs
- Poles and mounting hardware @ 15% of bid or ~ \$50.2K
- 16-year life cycle assumed
- \$3.2K annual costs (assumes total replacement no salvage value)

Estimate of Annual Maintenance Costs is \$20.9K. It should be noted that these costs do not include any adjustments for inflation.

Maintenance costs for signs & markings are typically a Transportation Fund expense.

APPENDIX F. – NEWS ARTICLES ON WAYFINDING

04.02.03 CM.NewSignsWouldGiveDirectionsToAttractions

New signs would give directions to attractions

Springfield officials say plan
could boost tourism dollars.

By Robert Keyes
NEWS-LEADER

As often as not, Bass Pro Shops visitors unfamiliar to Springfield will pull over at the first convenience store inside the city limits and ask for directions to the outdoor sports mecca.

But that could end under a new sign program city officials are considering.

The Springfield Wayfinding Program is billed as an economic development tool that could increase visits here by providing clear and inviting directions to different parts of town such as Jordan Valley Park and attractions such as Wonders of Wildlife, the American National Fish and Wildlife Museum.

On Tuesday, the City Council was asked to approve funding for a consultant study on the program that could cost \$30,000 to \$40,000. If implemented, the total Wayfinding bill could reach \$500,000.

Tracy Kimberlin believes it would be money well spent.

"It ultimately will be passing (Springfield) visitors from one attraction to another and getting them to stay longer and spend more," said the executive director of Springfield's Convention and Visitors Bureau.

"It also has the likelihood of introducing visitors to some attractions they might not know existed."

But City Manager Tom Finnie told the council that the Wayfinding program could be "very controversial" in deciding which sites are advertised and which are not.

The city is seeking input with officials representing center city, Greene County and the state highway department.

The idea is to place signs both inside and outside of the city, some along state highways and interstates.

But Leo Cologna, MoDOT regional Traffic Operations Engineer, said the state already has two similar sign programs in place, both of which make money for MODOT.

When asked whether MODOT would support the city Wayfinding program, Cologna said, "We'll have to take a look at what they want to do and how it affects our other programs."

A story in last month's edition of American City & County Magazine indicated a lot of cities are developing their own community directional sign programs in an effort to be more visitor-friendly and create a unique visual civic identity.

"Simply put," the story stated, "the signage on interstate highways and state trunk lines is a well-conceived and executed program of forms, colors typography and design principles."

"However, that strategy is not always appropriate or effective for use on urban streets — with slower traffic, a high number of pedestrians and dense environments."

11.28.05 CC Council Takes First Look at Way-Finding Signs

Council takes first look at way-finding signs

The \$600,000 signage program would direct visitors to popular tourist sites

by Jeremy Elwood
SBJ Reporter
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All signs point to a new way-finding sign program in Springfield.

At its Nov. 22 luncheon, Springfield City Council heard a proposal for a new sign program, intended to guide Springfield visitors to major sites and attractions around the city, including Battlefield Mall and Jordan Valley Park downtown.

Council members took a bus tour around the city, getting a firsthand look at

'(The signs) look great. They're going to be a big help.'

Eric Volmer
Bass Pro Shops

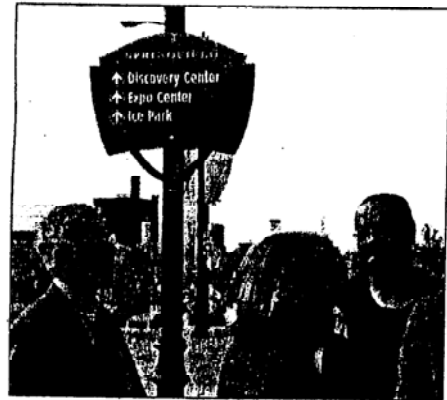
the signs and where they would be generally located. More than a dozen temporary signs pointed Highway 65 motorists to downtown.

"They look great. They're going to be a big help," Bass Pro Shops' Promotions Manager Eric Volmer said after the tour. "This is something that Springfield needs, because we don't have a skyline."

Signs on major highways would direct travelers to one of three areas determined to be the city's biggest tourist attractions: the Bass Pro/Wonders of Wildlife campus, downtown and the Battlefield Road retail district.

The \$600,000 project would be funded by a combination of city funds and support from some of the businesses involved, though City Manager Tom Finnie said it's unknown what that split will be.

The city hired Traverse City, Mich.-based Corbin Design to design the project for about \$42,000. Corbin Design specializes



SBJ photo by JEREMY ELWOOD

Council members Ralph Manley and Denny Wayne view a temporary way-finding sign in Jordan Valley Park on Nov. 22.

November 28–December 4, 2005

in way-finding programs and has designed signs for Kansas City and Indianapolis, among others.

Stacey Griffith, vice president and senior designer with the firm, said the design process took about six months.

"We went through several design preference studies with the committee, and we came back with two design solutions," she said. "They made a couple of changes, and now this is the design we're presenting."

She added that the bus tour was essential to making sure the signs looked right even though they were simple plywood mock-ups. Griffith said the best way to determine the proper size of signs and lettering is to see them in their environment.

Bass Pro, Battlefield Mall, Springfield Cardinals, Fantastic Caverns and area universities were among the entities involved

in the initial planning.

"We're all for keeping people in Springfield longer," Bass Pro's Volmer said. "Hopefully they'll spend more money, stay overnight and have more reason to come back and see (Bass Pro) as well."

The next step is to more specifically decide sign locations and design details. The project will then be put out for bid. A timeline has not been set for the project's completion.

Appendix G. - - Photos From Wayfinding Bus Tour (11/22/05)

